Festival De la Providencia

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Johnny Ortiz Chairman
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MARCH 1, 1996

MR. JOSE FONTANES
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120 PARK AVENUE
NEW YORK, N.Y. 10017

DEAR SIR/MADAM:

THE VIRGIN OF PROVIDENCE FESTIVAL IS A NON-PROFIT ORGANIZATION (501-C3) INCORPORATED IN 1986. THE MAIN PURPOSE OF THIS FESTIVAL IS TO ENRICH THE CULTURAL, RELIGIOUS, DEVELOPMENT OF THE PUERTORICAN FAMILY THRU MUSIC AND ENTERTAINMENT. THIS MUSIC FESTIVAL WILL TAKE PLACE ON SATURDAY JULY 20, 1996 (1:00 P.M.) AT ST. MARY'S PARK IN THE VECINITY OF ST. ANN'S AVE. AND EAST 147 ST. IN THE BRONX. WE ANTICIPATE AROUND 20,000 PEOPLE TO ATTEND.

WE WILL APPRECIATE IF YOUR COMPANY WILL BE GRACIOUS ENOUGH TO BE ONE OF OUR SPONSORS. WE COULD USE A MUSICAL CONTRIBUTION OR PERHAPS BEING THE SPONSOR OF THE WRESTLING SHOW. MAY INTEREST YOU.

AS A SPONSOR YOU WILL HAVE THE OPPORTUNITY TO GIVE BACK TO THE HISPANIC CONSUMERS OF YOUR PRODUCTS. I TOLD YOU OUR ORGANIZATION IS TAX EXEMP AND YOU'LL HAVE PLENTY TO GAIN AND LITTLE TO LOSE.

LOOKING FORWARD TO FELLOWSHIP IN THIS GLORIOUS EVENT I REMAIN.

SINCERELY YOURS,

JOHNNY ORTIZ

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Source: https://www.industrydocuments.ucsf.edu/docs/qsfm0004